

66 Moraine Road

Morris Plains, NJ

07950

Dear Commercial and Advertisement Board,

It is found that 80% of college students are drinking and each day many suffer from alcohol poisoning, lower school grades, and much more. The reason students drink is to make friends, peer pressure, or due to stressful situations. I believe we need to make college students more aware of what will happen to them if they drink alcohol. TV has been a major factor in college partying and drinking. This is because students always see college students on TV drinking and doing crazy stunts so believe that is the way college should be. What the TV does not show is the awful consequences that occur to those who drink.

I believe your company can help in making more TV advertisements that make young adults aware of the harms of drinking. If we work together on this we can start something great. Imagine if it was your daughter who was flunking out of college because she had spent the first semester drinking too much and destroying her career. This is not just one person, the majority of college kids suffer. I believe that in these commercials we can also show college kids doing things besides drinking so kids know there are more opinions than just that to make friends. Please let me know what you think about this idea. I will look forward to hearing from you.

From,

Jessica Wilson